

**Amendments to the Claims:**

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Previously presented) A method of distributing various quality versions of an electronic content, comprising:

defining each quality version of the electronic content;

defining at least one distortion algorithm executable to generate a lower quality version of the electronic content by a distortion of a high quality version of the electronic content;

assigning at least one content key to at least one quality version of the electronic content; and

distributing the higher quality version, the at least one distortion algorithm, and the at least one content key.

2. (Previously presented) The method of claim 1, the distributing includes storing the high quality version of the electronic content on an electronic content medium.

3. (Previously presented) The method of claim 2, wherein the distributing includes storing the at least one distortion algorithm on the electronic content medium.

4. (Previously presented) The method of claim 1, wherein the distributing includes storing the at least one distortion algorithm on an electronic content player.

5. (Previously presented) The method of claim 2, wherein the distributing includes storing the at least one content key on the electronic content medium.

6. (Previously presented) The method of claim 1, wherein the distributing includes storing the at least one content key on an electronic content player.

7. (Previously presented) An electronic content medium, comprising:  
a high quality version of an electronic content; and  
at least one distortion algorithm executable to generate a lower quality version of the electronic content by a distortion of the high quality version of the electronic content.

8. (Previously presented) The electronic content medium of claim 7, including at least one content key assigned to one of the quality versions of the electronic content.

9. (Previously presented) An electronic content player, comprising:  
a decryption unit operable to decrypt and decode a high quality version of an electronic content; and  
a distortion unit operable to generate a lower quality version of the electronic content by a distortion of the decrypted and decoded high quality version of the electronic content.

10. (Previously presented) The electronic content player of claim 9, including a controller operable to direct the decryption unit to decrypt and decode the high quality version of the electronic content in accordance with a content key associated with the electronic content.

11. (Previously presented) The electronic content player of claim 9, including a controller operable to direct the decryption unit to decrypt and decode the high quality version of the electronic content in accordance with a content key assigned to one of a lower quality version of the electronic content.

12. (Previously presented) The electronic content player of claim 9, including a controller operable to direct the decryption unit to decrypt and decode the high quality version of an electronic content in accordance with a content key associated with the electronic content subsequent to a reception of a secret key assigned to the electronic content player.

13. (Previously presented) The electronic content player of claim 9, including a controller operable to direct the decryption unit to decrypt and decode the high quality version of an electronic content in accordance with a content key assigned to one of a lower quality version of the electronic content subsequent to a reception of a secret key assigned to the electronic content player.

14. (Previously presented) The electronic content player of claim 9, including a controller that is configured to control the distortion unit to generate the lower quality version of the electronic content based on a content key assigned to the lower quality version.

15. (Previously presented) The electronic content player of claim 9, including a media reader that is configured to read a media that contains the high quality version of the electronic content.

16. (Previously presented) The electronic content player of claim 15, including a controller that is configured to control the distortion unit to generate the lower quality version of the electronic content based on a content key assigned to the lower quality version.

17. (Previously presented) The electronic content player of claim 16, wherein the media includes the content key.

18. (Previously presented) The electronic content player of claim 16, wherein the controller is configured to obtain the content key independent of the media.

19. (Previously presented) The electronic content player of claim 10, wherein the controller is configured to control the distortion unit to generate the lower quality version of the electronic content based on the content key.

20. (Previously presented) The method of claim 1, wherein the distributing includes storing the at least one distortion algorithm on an electronic content player.